



Spotlight on Redevelopment

An Online Newsletter of the Redevelopment Agency of Long Beach, CA

December 2005
Volume 1, Issue 2

Schedule Change!!! Board Meetings

Redevelopment Agency Board Meetings will now alternate between day and night meeting times to allow more public participation.

Meetings in January will take place January 9, 2006 at 9:00 a.m. and on January 23 at 5:00 p.m. City Council Chambers, City Hall, 333 Ocean Blvd., Long Beach.

Get Involved!

Attend a Project Area (PAC) Committee Meeting!

North PAC meeting – 4th Thursday of the month, 6:30 p.m. Long Beach Police Department, North Substation, 4891 Atlantic Avenue, Long Beach.

Central PAC Meeting – 1st Thursday of the month, 6:30 p.m., 241 Cedar St, First Congregational Church, Long Beach.

West PAC Meeting – 2nd Wednesday of the month, 5:30 p.m. 1724 Santa Fe Avenue, Long Beach.

Downtown Redevelopment Project Area

Ambitious Promenade Re-Landscaping Plan Gets High Marks from Local Businesses and Residents

IF you live or work near The Promenade, your “front yard” is about to get a whole lot more attractive. As you can see when you walk through the downtown area, the Redevelopment Agency is in the process of building three new residential developments with ground floor retail spaces.

And in a comprehensive plan to create an attractive and welcoming public space for adjacent residents, businesses and visitors to the area, the Redevelopment Agency is finalizing the Promenade Landscape Master Plan (Plan), the most ambitious public space revitalization program downtown Long Beach has ever seen. The Plan, an integrated blueprint for landscaping, will include pedestrian improvements and public art along The Promenade from Ocean Boulevard to 3rd Street.

“We’re excited to see this plan come to fruition,” said Rick Meghiddo, a Redevelopment Agency Board member and downtown resident who has been actively involved in the development of the Plan. “The Promenade is an exceptional public space and thanks to the creative vision of this Plan, it is poised to become a true gathering place for this vibrant new downtown neighborhood.”



The Promenade Today Looking North

Revitalization of The Promenade will include public art installations that focus on various aspects of the City’s past, present and future and are tied thematically to the City’s long and successful connection to the aeronautics industry. The Plan, which was brought before area stakeholders three times since April of 2004 for comments and suggestions, was developed by Long Beach landscape architect John Cicchetti. The selection of the public art will be overseen by the Long Beach Arts Council.

“People have been very supportive of the Plan and the opportunities a revitalized Promenade will offer downtown Long

(Continued on page 2)

Bikestation Welcomed Back to Downtown Long Beach

AT last, Bikestation has a permanent home. Although Long Beach was the first city in the United States to develop a full-service bike-and-ride facility for the public in 1996, the Long Beach facility was shut down this year to make room for a new residential development. When Bikestation re-opened last month, it was in its new, state-of-the-art facility at First Street and The Promenade adjacent to Long Beach Transit’s Information Center.

Bikestation, a non-profit organization that assists urban communities in the development and operation of bike-transit centers, operates the Long Beach park-and-ride facility, the

only one of its kind in Southern California.

“Being close to Pine Avenue and The Promenade creates a wealth of opportunities for people who want to bike instead of drive,” said Bikestation’s Executive Director Andrea White. “Cyclists can park for free during operating hours and hop aboard public transportation to get where they need to go. Or, cyclists arriving into downtown to work or enjoy the area’s shopping or entertainment can leave their vehicles with an attendant and walk or ride a Passport shuttle to their final destination.”

(continued on page 2)



Redevelopment of Promenade Includes Public Art with Aeronautics Theme

(continued from page 1)

Beach,” said Jae Von Klug, Downtown Project Officer for the Redevelopment Agency. “Stakeholders have also been extremely pleased to have the opportunity to provide feedback on the concept and work closely with us from the beginning of the project.”

The goal of the Plan is to soften the existing, more “hard” quality of The Promenade, by breaking the space into a series

of smaller spaces that look and feel like outdoor rooms and gardens. Each block from Ocean Boulevard to 3rd Street will have its own identity and theme. The Plan includes multi-use green spaces, art plazas, seating and cafes.

“The plan is ambitious and creative,” added Meghiddo, an architect and supporter of public art. “When completed The Promenade will become a unique destination for visitors and much needed green space for those of us who live, work and play downtown Long Beach.”

Long Beach Park and Ride Facility First in United States

(continued from page 1)

Open daily, the facility is housed in two glass structures that hold easy-to-use bike racks, a 24/7 access system for members, rental bikes, and a retail-repair shop. Bikestation is also authorized to issue bike permits required by the City, dispenses free bicycle route maps, and offers educational clinics on an array of maintenance and commuting topics.

“The City is thrilled to welcome back the expanded new Bikestation to downtown Long Beach,” said Patrick West, Director of the City’s Community Development Department and an avid cyclist. “Bikestation provides cyclists with easy access to public transportation options and all citizens the information and tools they need to reduce their reliance on cars when traveling throughout the city.”

The Redevelopment Agency, a longtime supporter of Bikestation, provided the land for the project and the City’s Public Works department with Caltrans provided the funding.

“Encouraging people to use public transportation contributes



The New State-of-the Art Bikestation Facility

to a more livable and vibrant downtown,” added West. “The more people who choose to bike, walk or use public transit improves the air quality in our City, decreases the public’s transportation costs and reduces traffic in our most congested areas of the city. It’s a win-win for all of us in Long Beach.”

Redevelopment Word of the Month

Each month, SPOTLIGHT ON REDEVELOPMENT will highlight a word or term that is used regularly in the redevelopment process.

“Tax Increment Revenue”

Typically, redevelopment agencies use tax increment funds to leverage financial assistance from various agencies of the state and federal governments, and private sources.

Tax increment is the primary source of revenue that redevelopment agencies have to undertake redevelopment projects. It is based on the assumption that a revitalized project area will generate more property

taxes than were being produced before redevelopment. When a redevelopment project area is adopted, the current assessed values of the property within the project area are designated as the base year value. Tax increment comes from the increased assessed value of property, not from an increase in tax rate. Any increases in property value, as assessed because of change of ownership or new construction, will increase tax revenue generated by the property.

“Spotlight on Redevelopment” is an online publication of the Redevelopment Agency and is posted each month at <http://rda.longbeach.gov>. For additional information please contact Mary_Nemick@longbeach.gov or 562-570-6316.